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*Foreign Market Notes ~ Co-operatives*

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**INFORMATION ON  
TRADE WITH CO-OPERATIVES  
OF  
WESTERN EUROPE  
AND  
CANADA**



*John H. Heckman*

UNITED STATES DEPARTMENT OF AGRICULTURE  
FOREIGN AGRICULTURAL SERVICE  
AND  
FARM CO-OPERATIVE SERVICE, COLLABORATING  
AUGUST 1955

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FOREIGN MARKET NOTES--COOPERATIVES;

Information on Trade with Cooperatives  
of Western Europe and Canada 1/

By John H. Heckman  
Marketing Specialist

This is the sixth report on the prospects for trade between cooperatives in the United States and those in Western Europe and Canada. Two are basic circulars developing information on the organization of the major cooperatives, their preferred methods of international trading and the major United States products in which they were interested at that time. The other four are periodic supplements to the basic reports, showing year-to-year changes in attitudes or in other factors affecting the trading positions of these cooperatives. The first report, Buying and Selling by Cooperatives in Europe, 2/ was based on surveys conducted in Europe in 1949 and 1950. Material in this report still provides basic background information for the succeeding supplements.

The other basic report, Trade with Canadian Cooperatives 3/ is based on a survey made in Canada in 1952. Material in this report provides basic background information on Canadian cooperatives for use with succeeding supplements.

Supplements to the basic report on the cooperatives of Western Europe developed the ideas of the cooperatives regarding trading during 1951 and 1952. 4/ These reports were based on information chiefly obtained by the United States agricultural attaches and consular officials stationed in those countries.

The third supplement, 5/ material for which was obtained through interviews with the leaders in Europe, reflected their trading ideas in 1953.

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1/ Part of a study conducted under the provisions of the Research and Marketing Act and sponsored jointly by the Farmer Cooperative Service and the Foreign Agricultural Service.

2/ Glenn E. Riddell and John H. Heckman, Foreign Agriculture Report No. 51, Foreign Agricultural Service, U. S. Department of Agriculture, Washington, D. C., (slightly revised) January 1953.

3/ John H. Heckman, Foreign Agriculture Report No. 71 "Trade with Canadian Cooperatives," January 1953.

4/ John H. Heckman, Foreign Agriculture Circular FAP 2-51, April 13, 1951, and FAP 1-52, June 30, 1952, Foreign Agricultural Service, U. S. Department of Agriculture, Washington, D. C.

5/ John H. Heckman, Foreign Agriculture Circular FAP 1-53, September 1953.



This, the sixth of the publications is a supplement to the basic reports on trading by both the cooperatives of Western Europe and of Canada. Material for it was obtained in response to letters written to leaders in the individual cooperatives in those countries. 6/ 7/

Western Europe and Canada are important trade areas for United States agricultural products. For instance, during 1953, 36.5 percent of our agricultural exports were into the 11 Western European countries of Sweden, Norway, Denmark, United Kingdom, Netherlands, Belgium, France, West Germany, Switzerland, Finland and Italy. This volume amounted to about 80 percent of all our agricultural exports to Europe. During the same year 8.5 percent of our agricultural exports were to Canada. Thus these two areas, composed of the countries mentioned in Western Europe and Canada, took 45 percent of our agricultural exports in 1953.

Cooperatives are a factor in the international trade of these two areas. In each country mentioned, either a producers' cooperative federation or a consumers' cooperative wholesale engages in buying United States agricultural products or in selling products which are bought by farmer cooperatives in this country. In most of the countries both the consumer cooperative wholesale and one or more producer's cooperative federations engage in international trading in our farm products.

## EUROPE

### Consumer and Agricultural Cooperatives

In general, the United States commodities handled by the two groups of cooperatives--consumer and agricultural--fall into two groups as far as trade policy in these countries is concerned. The United States products most popular with the consumer cooperatives of these countries are fresh and processed fruits, nuts and rice. The products in most demand by the agricultural cooperatives of these countries are feed grains, vegetable protein meals and cakes, and field crops seeds. These items, being essential to production, in general have had a higher priority on dollar allocations than the consumer items.

As a result of improved economic conditions in all these countries, trade restrictions have been relaxed. The actual handling of agricultural products by Government agencies was common during the immediate post-war period. This has disappeared except in about three countries and only

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6/ In Western Europe, these letters were transmitted to the cooperatives through the offices of United States Agricultural Attachés or Consular officials.

7/ Copies of this report, of Foreign Agriculture Report 51, "Buying and Selling by European Cooperatives" and of Foreign Agriculture Report 71, "Trade with Canadian Cooperatives" may be obtained from the "Information Division," Foreign Agricultural Service, U.S.D.A., Washington, D. C.

applies to bread grains and certain feeds in these countries.

Several illustrations of liberalizing action by foreign governments over the past year or so will be cited. In the United Kingdom the decontrol of consumption has been completed and decontrol of trade has progressed rapidly. The German Government has freed from quantitative restrictions imports from the dollar area on about two-thirds of all commodity items—including raw cotton, leaf tobacco and certain oilseeds and industrial fats. The Netherlands Government abolished the rationing of imported foodstuffs, returned that trade to private channels, and freed from control a number of commodities from the dollar area—among them cotton, corn, and tobacco. Sweden has removed quantitative restrictions from a wide variety of items, including cotton, rice, dried and canned fruits, juices, nuts and vegetables. Denmark also freed some dollar imports early this year and other countries have liberalized the granting of licenses.

Nevertheless, currency controls and other quantitative restrictions are still being widely maintained. Such liberalization of dollar trade as has been achieved gives the cooperatives more leeway to buy where it is to their best advantage.

#### Factors Affecting Trade

United States cooperatives and others dealing with these associations in Western Europe will profit from the maximum attention to merchandising. This is the result of several factors. One of these is the buyers' market for many United States products which has developed in these countries. This buyers' market results from increased supplies in the home countries as well as in the United States and other areas. Another factor is the improved purchasing power among the people. This enables them to be more exacting in their demands. Still another factor is the trend toward freer international trade. Thus, foreign buyers are having more areas added to their potential sources of supply, with a tendency to be more selective.

### NETHERLANDS

#### Agricultural Cooperatives

International Agricultural Cooperative Society  
"Intercoop" G.A.  
Oude Hoofdplein 4  
Rotterdam, Netherlands

Intercoop is an international federation of farm supply cooperatives with members in ten countries. These countries are Finland, Sweden, Norway, Denmark, The Netherlands, Belgium, Luxembourg, France, Switzerland, and Argentina. Intercoop pools orders of feeds, and other farm supplies from their members and thus gets the benefit of quantity purchase prices and cargo rates. In order to take advantage of this situation, cooperatives and others selling through Intercoop should be in position to fill cargo orders. Intercoop officials also advise that their preferred method of buying is c.i.f. (cost, insurance and freight) European ports. This contrasts with the f.o.b. U. S. ports method which many cooperatives in this country prefer to use.

With the greater trade liberalization in the countries in which Intercoop has members, it is getting in a better position to do foreign buying for them. The major United States products its members use are feed grains and oil seed meals and cakes.

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### Feeds

Centraal Bureau  
Haringvliet 100  
Rotterdam, Netherlands

Cooperative Centrale In-en  
Verkooporganisaties, G.A. (CIV)  
Rotterdam, Netherlands

The Centraal Bureau and its counterpart Catholic organization, the CIV, jointly handle about 55 percent of the feed products sold in the Netherlands. Thus, the cooperatives in the Netherlands are an important factor in the purchase of feeds abroad. Both these organizations are members of Intercoop.

In 1954 the Centraal Bureau imported over 400,000 tons of feed stuff. About one-fourth, or 100,000 tons, was purchased in the United States. Bureau officials expect this quantity to be increased in 1955.

The United States feed products of major interest are yellow corn, grain sorghums and oil seed meals and cakes. The Centraal Bureau prefers to do its international buying through Intercoop.

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### Products for Sale

#### Meat Products

Vleescentrale  
Zwartehondstraat 1  
Rotterdam, Netherlands

This organization and its counterpart Catholic cooperative produces about 32 percent of the bacon of the Netherlands. The Vleescentrale is developing a market for its canned hams in the United States. During recent years it has been shifting from the English bacon market to the sale of tinned or canned hams in this country. At the present time the Vleescentrale has about 12 percent of the Dutch business in canned hams in the United States.

The cooperative operates a varied sales program in this country. The major business is done through selected brokers. Each broker develops orders for a particular brand among his trade. These firm orders are transmitted to the cooperative. A few direct customers place orders on the same basis. All orders are on a c.i.f. United States, Atlantic port basis.



The Vleescentrale is anxious to develop additional customers. They have one cooperative account in this country and are interested in establishing others.

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Vegetable Seeds

Cooperative Zaaizaadvereeniging  
West-Friesland W.A.  
Wijdenes, Netherlands

This cooperative sells the vegetable seeds produced by its 500 members on their 15,500 acres of land. It only handles the seed of these members. Careful selection and breeding is practiced and all seeds for sale are cleaned and processed by the cooperative. Officials guarantee purity of strain and germination.

Owing to adverse conditions the past two seasons, supplies of seed have been short. However, the cooperative is of the opinion that it can accept contracts for spinach, radishes and the different cabbage varieties from the 1955 crops.

The Cooperative has some sales outlets in the United States and would welcome others.

## Consumer Cooperatives

(Netherlands Cooperative Wholesale Society)  
Nederlandse Verbruikscoöperaties (HAKA)  
Vierhavensstraat 40  
Rotterdam West, Netherlands

The Cooperative Wholesale Society does not handle fresh fruits and vegetables or other green groceries. Hence, their foreign purchases are limited to non-perishable products. Of these, raisins is the major one that is purchased in the United States. Dried fruit has been placed on the free list in the Netherlands and purchases are no longer restricted to those made with "free dollars." The cooperative prefers dried fruit from this country provided the price is competitive, and usually buys about 300 tons per year.

## BELGIUM

### Agricultural Cooperatives

Comptoir d'Achat et Vente du Boerenbond Belge  
24 Rue des Recollets  
Louvain, Belgium

The "Boerenbond Belge" is by far the largest cooperative and general farm organization in Belgium. Its membership is in the Flemish section of the country. However, it serves the whole country in its wholesale purchasing of certain farm supplies. This is because of a contract under which it purchases certain supplies for the "Alliance Agricole Belge," the Mallon area counterpart of the "Boerenbond Belge."

The Boerenbond purchases four types of commodities produced in the United States: (1) Grains, both bread and feed grains; (2) oilseed cakes and meals; (3) oilseeds, and (4) meat meal. The particular commodities mentioned by the Boerenbond officials are yellow corn, milo, barley, oats, broken rice, wheat (bread and feed) cottonseed cake and meal, soybean meal, flaxseed and meat meal.

Officials mentioned difficulty in obtaining meat meal in the United States that meets the Belgian requirements. Thus, they cancelled their current orders and are obtaining their supplies in other countries. Belgian import authorities require that meat meal be certified as having been dry heated at least three hours at 140 degrees centigrade.

The Boerenbond usually buys for its own account. However, it is also a member of Intercoop. Its trading is not greatly hampered by dollar and commodity control. Its general trading plan is c.i.f., Antwerp. Orders are placed in from 1,000- to 2,000-ton lots. Their suppliers are distributors large enough to obtain cargo rates.

### Consumer Cooperatives

(The Coöperative Wholesale Society)  
Societe Generale Cooperative  
17 Place Emile Vandervelde  
Brussels, Belgium

This society is the largest of four cooperative wholesales in Belgium and the only one buying United States agricultural products directly. It is small as compared to many societies in Europe. However, it handles substantial quantities of our products.

The Societe Generale Cooperative states it is interested in dried fruits, canned fruits, juices, canned asparagus and honey from this country. The Societe buys its United States products, both direct and through the New York office of the English Cooperative Wholesale Society.

### FRANCE

### Agricultural Cooperatives

#### Feed and Seed Grains

Union Nationale des Cooperatives de Cereales  
6 Rue Halevy  
Paris 9e, France

This organization is a national cooperative grain federation. It is the largest of two federations handling cereals. The members of both the federations handle about 80 percent of the domestic grain in France.

The United States commodity of special interest to this cooperative is corn, both for feed and seed. Seed corn is imported directly by the trade, and the cooperative needs some from the United States this year. However, importations of feed corn are controlled by the National Cereals office, O.N.I.C., (Office National Interprofessionnel des Cereales).

### Consumer Cooperatives

Societe Generale des Cooperatives de Consommation  
(Cooperative Wholesale Society)  
61 Rue Boissiere  
Paris, France

The Cooperative Wholesale Society expressed a keen interest in a number of food items. However, the importation of foods is strictly controlled through import licenses. At the present time, practically no licenses are being issued for bringing in products from the United States in which the cooperative is interested. If and when licenses are granted again, the cooperative will be very interested in prunes, canned fruit, juices, oranges, honey and canned meat from the country.

## SWITZERLAND

While Switzerland is a small country, it is a prosperous one. Thus, its cooperatives, along with other Swiss traders, buy large quantities of United States products. In general, these cooperatives are well pleased with United States goods. Usually they point out that they are very expensive, but that they still buy them. Also, in general, they will give cooperative associations preference when buying. However, they normally buy to the best advantage of their members.

There are three major cooperative federations in Switzerland that buy United States products. These are VOLG, a large joint consumer and agricultural cooperative, and VSK and MIGROS, the two consumer cooperative federations.

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Verband Ostschweizlandwirtschaftl Genossenschaften (VOLG)  
Schaffhanserstrasse 6  
Winterthur, Switzerland

### Seed

VOLG imports small quantities of corn and grass seed. The current year these purchases were limited to timothy and hybrid seed corn. VOLG is a member of Intercoop, but these purchases are made direct from United States exporters.

### Consumer Goods

VOLG regularly buys some food products in the United States. These products are chiefly raisins, prunes, rice, and canned pineapple and asparagus. Practically all these purchases are made through brokers in Europe.

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Verband Schweizerischer Konsumvereine (VSK)  
Thiersteineralle 14  
Basel, Switzerland

VSK, the larger of the two consumer-wholesale societies, buys a variety of United States products.

### Rice

VSK imported 150 tons of United States rice last year. It was of the Zenith variety. However, officials advise that the large grain Italian rice is cheaper and that Swiss consumers prefer it.

### Honey

California honey is popular with VSK members. However, at the present time prices in this country are above those in Mexico and in Guatemala. Being price conscious, purchases are being therefore made in those countries.



### Dried Fruit

VSK regularly buys United States raisins and prunes when the price is at all competitive. The past year a good portion of their requirements for raisins were filled in Turkey and Greece before the United States subsidy program became effective. After it went into effect, VSK returned to California for the remainder of its requirements. Prunes have been too high throughout the year.

### Peanuts

United States peanuts are very popular with VSK's members. Normally they use 300 to 400 tons per year. However, last year, owing to differences in price, they obtained them from Mexico, Egypt, and the Orient.

### Beans

The cooperative is interested in Michigan beans. Smaller than normal purchases of these beans were made last year owing to the favorable price of Italian beans.

### Almonds

VSK is developing the sale of United States almonds. They like the well graded and standardized product. They, however, point out that they would like to establish connections to buy from regular supplies, as purchases from surplus stocks are too undependable.

### Fresh Eggs

VSK is an importer of fresh eggs. The major source is from other countries of Europe. However, last year some purchases were made in the United States. Their experience was satisfactory. However, foreign eggs sold in Switzerland must be individually stamped "Imp." VSK got a temporary permit to apply the stamp. However, when the permit expires it will not be renewed. So, to sell fresh shell eggs to VSK, United States dealers must be equipped to mark each egg with the required "Imp" stamp.

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Federation of Migros Cooperatives  
152 Limmatstrasse  
Zurich, Switzerland

New York Buying Office:  
665 Fifth Avenue  
(Suite 412)  
New York 22, New York

The Federation of Migros Cooperatives is the other cooperative wholesale society of Switzerland. Like VSK, it is also a substantial buyer of certain United States products. Part of its purchases are made by its buying officer in New York and part direct by its buyer in Zurich.

### Rice

Their normal volume of United States rice is about 1,000 tons when prices are competitive. They pointed out that Italian rice was cheaper and of good quality, but that there was a demand from their members for United States rice. In view of the disparity in prices, however, only 600 tons were purchased in this country last year.

### Honey

Honey from Central America is the first choice of the cooperative. However, that produced in Southeastern United States is an acceptable substitute, when prices are favorable. Last year, however, Latin American production was favorable and none was bought in this country.

### Dried Fruit

About 600 tons of dried fruit were purchased in the United States last year. The quantity would have been higher had large sizes of prunes been available. Migros members prefer the large sizes.

### Nuts

The last three years, Migros has been buying almonds in this country. In 1952, a start was made with 160 tons. Owing to short crops in the Mediterranean and the United States surplus program, the volume of purchases has increased—was up about 50 percent last year.

Also, in 1954, for the first time in recent years, Migros imported walnuts from this country.

### Citrus Fruits

MIGROS is a heavy buyer of canned citrus juices and the volume is increasing. Also lately they have been buying orange concentrate. Their first token purchase of concentrate was disappointing. The people could not understand the English labels sufficiently to make the three parts of water addition or to keep the cans properly refrigerated. They then tried the plan of using Swiss labels. The results of the new labels were astonishing and the business is growing rapidly. Lately MIGROS has been conducting a strong advertising program on frozen concentrates. The results have been encouraging. Also last year, MIGROS began buying pineapple juice.

### Canned Fruits and Vegetables

MIGROS buys canned asparagus, tomato juice, catsup, canned peaches, pears, pineapple and fruit salad in the United States. The volume of these products bought increased last year.

### Fresh Fruits

MIGROS buys limited quantities of United States grapefruit. Their members prefer Texas grapefruit and with the recovery of production in that area, purchases are increasing.

### Fats and Oils

MIGROS officials prefer peanut oil to the other vegetable oils for salad dressing. However, the price of peanut oil in the United States has been out of line and no recent purchases have been made. Tallow for soap-making is also bought in this country.

### Eggs

During the latter part of 1954, Migros began buying fresh shell eggs in the United States--getting a total of 12,000 cases. Also, the cooperative regularly buys dried egg yolk for its bakeries.

## GERMANY

### Agricultural Cooperatives

Deutsche Raiffeisen Warenzentrale  
(Farm Supply Cooperative)  
Taunustor 3  
Frankfurt am Main, Germany

This is the central federation of the farm supply cooperatives of Western Germany. In each of the thirteen States there is a regional Raiffeisen organization. Officials estimate that these thirteen regionals handle approximately 45 percent of the feed and bread grains used in the country. The central association acts as national purchasing agent for these regionals and thus is the organization which normally does the international trading in products handled by the regionals.

In Germany, the importing of grain is still controlled by the Import and Stockpiling office for grain and feed stuffs (Einfuhr- und Vorratstelle fuer Getreide und Futtermittel. However, subject to this control, the actual importing is done by the private trade.

### Grains

The Warenzentrale buys wheat, milo, and corn in the United States. At the present time there are substantial stocks still in the hands of the Import and Stockpiling Office. Thus, their future purchases will depend on the reduction of current stocks and the size of the domestic crop.

### Meal and Cakes

In like manner, the Warenzentrale buys vegetable protein cakes from the United States. They expressed a strong preference for soybean cakes over others. There is no import authority controlling these cakes.

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Raiffeisen-Saaten-Import G.m.b.H.  
Chilehaus A.  
Hamburg 1, Germany



This federation is the national import cooperative for field crop seeds. It serves the regional farm supply cooperatives for seeds in the same manner that the Deutsche Raiffeisen-Varenzentrale serves them for grains, and other feeds. In fact, the Raiffeisen-Saaten Import acts as a broker for some of the feed grain purchased by the Deutsche Raiffeisen-Varenzentrale.

The Raiffeisen-Saaten Import acts as the direct importer for the seeds. In general, the seeds imported from the United States are hybrid seed corn, alsike clover, blue grass, red top and alfalfa and red clover when available. The largest volume is hybrid seed corn. Last year 700 tons of hybrid seed corn was imported by the cooperative from the United States.

The officials are interested in getting acquainted with additional United States exporters of these seeds, including cooperatives.

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### Consumer Cooperatives

Grosseinkqufs-Gesellschaft Deutscher  
Konsumgenossenschaften (GEG)  
Besenbinderhof 52  
Hamburg 1, Germany

GEG is the consumer cooperative wholesale society of Western Germany. Before World War II, it served the entire country. The cooperative has made rapid progress in recent years. Its volume in Deutsche marks in 1953 increased 16 percent over that of 1952 and was over 50 percent above that of 1952 when GEG served the consumer cooperatives of the entire country.

GEG buys a number of commodities in the United States for its members. Part of these are purchased direct and part is bought through the New York office of the English Cooperative Wholesale Society.

### Honey

Honey is one commodity that has not been completely released for dollar trading. Thus, purchases must be made with "free dollars" or when dollar allocations are made. GEG expects an allocation of dollars to be made by late summer.

GEG prefers light amber alfalfa honey from California. The cooperative is interested in direct offers on the basis of payment against documents on first presentation.

### Dried Fruit

GEG is interested in dried apples, apricots, prunes, pears and peaches in the United States. They like the well standardized, attractive dried fruit from this country. The cooperative has been buying its dried fruit in the United States through the New York office of the English Cooperative Wholesale Society.



### Dried Beans and Peas

Michigan dried beans are very popular with GEG members as are yellow and green peas. However, shipments of yellow and green peas that contained weevils last year had an adverse effect on consumer opinion. Thus, GEG is anxious that future shipments be free of insects.

The cooperative is also interested in obtaining samples and offers of United States lentils. Here, again, the officials specify that offerings be "completely free from grubs of beetles."

### Lard and Fatback

GEG is buying lard and fatback in the United States in increasing quantities and a larger volume is expected this year. Part of these purchases are made direct and part through the New York office of English Cooperative Wholesale Society.

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## DENMARK

### Agricultural Cooperatives

Jydsk Andels- Foderstofforetning  
Arelborg  
Copenhagen, Denmark

This is the largest of the farm supply cooperatives in Denmark. It is a member of Intercoop. Normally this association has one-third of the import quota of grains and other feedstuffs. Cooperatives handle about one-half of the feedstuffs of the country.

### Grain

Owing to abundant home-produced grains, cheaper prices elsewhere and, last year, cheap wheat in France, dollar allocations for buying corn have been small the past few years. For these reasons, the purchase of United States corn by this cooperative in 1955 are expected to be limited.

### Meal and Cakes

As there are no local sources of protein meals and cakes, dollars are readily allocated for buying them. Here the decision between United States and other sources is purely a matter of price. Last year the dollar purchases were divided between United States and Mexican sources. Cottonseed cakes and meal and soybean meal were the major items obtained in this country.

### Consumer Cooperatives

Nordisk Andelsforbund  
Njalsgade 15, Copenhagen

This cooperative is the joint international purchasing agency of the cooperative wholesale of the Scandinavian countries of Norway, Sweden, Denmark, Iceland and of Finland. As an international broker, Nordisk Andelsforbund pools the orders of its members for international purchases and places them as a unit order. However, shipments and payments are handled directly between the shipper and the cooperative receiving the goods. As foreign trading has been liberalized in its members' countries, Nordisk Andelsforbund has become a more important factor in this business.

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(Consumer Cooperative Wholesale Society)  
Faellesforeningen for Denmarks Brugsforeninger (FDB)  
Njalsgade 15, Copenhagen

#### Dried Fruit

The commodity from the United States in which FDB is chiefly interested is dried fruit - mainly raisins. As in other countries, the Danish Government has liberalized dollar area trade considerably. Early in the year the requirement for import licenses was removed from a long list of items. Dried fruits, however, were not among them. Negotiations regarding dried fruit are in progress with some hopeful indications. FDB's purchases of dried fruit are through Nordisk Andelsforbund.

#### Products for Sale

##### Furniture

FDB would like to develop sales of furniture as a dollar earner in the United States. They have a furniture factory, are making surplus over their members' needs and feel that they can sell competitively in the eastern markets of the United States.

#### NORWAY

##### Agricultural Cooperatives

Felleskjøpet  
Rosenkrantzgaten 8  
Oslo 12, Norway

This regional farm supply cooperative serves the Oslo region and is by far the largest of the seven regionals and does the foreign buying for the others. It is a member of Intercoop.

##### Feeds, Cakes and Meals

Products normally purchased in the United States by the farm supply cooperatives of Norway are yellow corn, milo and protein cakes and meals. At the present time importation of these products is handled by the feed import monopoly. However, the managing director of Felleskjøpet, the farm supply cooperative, advises that his organization would be very glad to

submit offers from United States representatives for these products to the import control monopoly. He advises that their supplies of yellow corn and milo are primarily obtained in the United States. Protein cakes and meals are obtained from several sources depending on the price.

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#### Consumer Cooperatives

(Cooperative Wholesale Society)  
Norges Kooperative Landsforening (NKL)  
Rivierstreg 2, Oslo

#### Dried Fruit

NKL is a regular buyer of prunes and raisins from the United States whenever dollars and import licenses can be obtained to buy them. These programs have been greatly liberalized the past year. As a result NKL bought about 1,200 tons of dried fruit in this country. These purchases were all made through Nordisk Andelsforbund in Copenhagen.

#### SWEDEN

#### Agricultural Cooperatives

Svenske Lantmannens Riksforbund (SLR)  
Sv. ovagen 21-23  
Stockholm, Sweden

SLR is the cooperative Federation in Sweden for purchasing farm supplies. It is the wholesale supplier for about 740 local member associations, who, in turn, have about 140,000 producer members. SLR is a member of Intercoop.

#### Feeds

SLR is interested in importing corn and coarse grain from the United States. However, while trading in these commodities has been returned to private industry, dollars are still allocated for their purchase. Therefore, prices must be attractive in order to obtain the allocations.

#### Seed

SLR is a regular importer of Kentucky blue grass seed from this country. They are interested in supplies this year.

#### For Sale

SLR normally exports white clover, orchard grass, and red fescue seed to this country. This season, the supplies of these seeds in Sweden is very limited. The cooperative, however, expressed concern at the tendency toward increased limitations on the sale of these products in this country.

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Consumer Cooperatives

Kooperative Forbundet (KF)  
Katarinavagen 7  
Stockholm 15, Sweden

KF, as it is commonly called, is one of the most powerful cooperative wholesale societies in Europe. Like the other cooperative wholesales in Europe, its program is steadily expanding.

Trading Methods

KF prefers to do its buying in the United States through the Scandinavian Cooperative Wholesale Society, Norkisk Andelsforbund, Copenhagen. Nordisk Andelsforbund prefers to buy direct from the United States exporters. KF has a wide and favorable acquaintance with the United States cooperatives that handle fresh and dried fruits.

Trading in these products was liberalized considerably the past year. As part of this liberalization, fresh and processed fruits may now be imported without licenses.

Fruits--Fresh, Canned and Dried

KF buys, regularly, dried fruit from the United States and usually fresh and canned fruits. Fresh fruits purchased are normally apples and pears, with some oranges and Emperor grapes. A variety of dried fruits are purchased, but prunes and raisins are the principal ones.

KF officials expressed a keen interest in these fruits from the United States this year. However, they are disturbed at what they describe as "discriminating taxes, customs, duties and other prerogative procedures" in regard to Swedish imports.

ENGLAND

Consumer Cooperatives

Cooperative Wholesale Society, Ltd.  
1 Balloon Street  
Manchester 4, England

New York Buying Office:  
209 Produce Exchange Building  
2 Broadway  
New York 4, New York

The New York buying office of the Cooperative Wholesale Society, Ltd., represents both the English and Scottish Cooperative Wholesale Societies in the United States. This office, jointly maintained by these societies, handles a number of commodities since it also acts as purchasing agent in the United States for several cooperative wholesale societies in Western Europe.



CWS reports that at times it buys dried and canned fruit, rice, beans, lard and fatback as agent for these cooperative wholesales in Europe.

The strict controls and government handling of food and feed items in England are gradually being relaxed. Thus, Cooperative Wholesale Society is being permitted to purchase increased quantities direct.

Control over products that are normally purchased by CWS in the United States is exercised by the British Government in two ways. One method is to issue import licenses to the dealers. The other and more stringent control is to make dollar allocations for purchases as well as issue import licenses.

#### Tobacco

Tobacco buying has been handled by the regular trade in England for some time.

The Cooperative Wholesale Society has its own cigarette factories and buys some United States tobacco. The tobacco preferred is Virginia-North Carolina flue-cured cigarette type. Samples of one hundred each, together with price quotations, are submitted to the New York office of the Cooperative Wholesale Society. The New York officials, in turn, send them to the headquarters office in Manchester. There, the prices and samples are compared and the purchases made.

#### Grain

The Cooperative Wholesale Society operates farms and flour mills. Thus, it is interested in both corn and wheat.

Products for Which Specified Dollar Allocations are Required. In this class of products bought by CWS in this country are fresh, dried, and canned fruits, lard and honey.

### ITALY

Federazione Italiana dei Consorzi Agrari  
Via 24 Maggio  
Palazzo Rospigliosi  
Rome, Italy

Washington Office:  
711 14th Street, N.W.  
Washington, D. C.

This organization is an extensive buyer of United States agricultural and other products. Currently the Federation is interested in discussing trade programs for importing a variety of food products from the United States. Among the principal ones are corn, barley, oats, and rye. This cooperative is important not only as a handler of products for its members, but also as purchasing agent for the Government in certain instances; therefore it deals in large quantities. For instance, the Federation

reports having purchased as much as 200,000 tons of corn in one year and expresses an interest in quantities up to 100,000 tons at the present time.

The Federation prefers to handle its purchases in this country through its Washington office.

### Products for Sale

In addition to purchasing products in this country, the Federation is interested in outlets here for some items it handles for its member federations. Among those mentioned are olive oil, wine, and a number of varieties of cheese.

## CANADA

The United States and Canada are natural trading partners. Recently currency and exchange problems have not been serious. Thus, the United States engages in more two-way trade with Canada than with any other country and this trade approached five and one-half billion dollars in 1953. Owing to United States investments in Canada, tourist spending and other dollar earnings, the people of Canada were able to buy almost one-half billion dollars more goods in the United States in 1953 than we bought in Canada. 1/

Despite the fact that many agricultural products are of major importance to both countries, more United States agricultural products were sold in Canada in 1953 than in any other country except the United Kingdom and Japan. In 1953 buyers in Canada took 8.5 percent of our agricultural exports, indicating a return to pre-World War II proportions.

Cooperatives are important factors in both countries in this two-way trade. The agricultural cooperatives of Canada sell large quantities of grass, clover, and potato seed in this country and buy feed products, oil seeds, honey and bee keepers' supplies. The consumer and farm supply cooperatives also buy extensively in the United States--mainly machinery and equipment, but some feeds and food items.

### Agricultural Cooperatives

#### Seeds for Sale

Farmers of the Northern and Middle Western States have long looked to Canada for certain hardy strains of clover and grass seeds. Alfalfa, sweet clover, brome grass, creeping red fescue, alsike, and red clover seed are the leaders in dollar volume among these seeds.

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1/ Foreign Agriculture Trade, Oct. 1954, FAS, U.S.D.A.

Cooperatives are the largest individual dealers of the seed business in the prairie provinces of Canada. Each of the three provinces has a seed growers' cooperative. The volume of various grass and legume seeds handled runs from about 20 percent to over 50 percent of seed marketed in Western Canada.

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Northern Canadian Seed Sales Limited  
St. Boniface, Manitoba

All three of the provincial seed growers associations are members of this sales cooperative. The association acts as the exclusive sales agent for its member associations for all seed outside of their home provinces. Thus, any trading by United States buyers for the seed of these cooperatives is through their sales agency. Northern Canadian Seed Sales arranges sales to buyers, confirms same and refers contracts to the member associations. The individual member associations fill orders, arrange shipment and make collection from buyers.

Northern Canadian Seed Sales does an extensive business in the United States from the Atlantic coast to the Pacific, supplying top quality alfalfa, sweet clover, alsike and atlaswede red clover (single cut), brome grass, creeping red fescue and meadow fescue and in some years, crested wheat grass.

The distribution is made to large and small dealers with a considerable portion going to cooperatives that handle forage crop seeds. The Northern Canadian Seed Sales would welcome additional contacts from seed handlers.

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Soybeans

Cooperative Vegetable Oils, Ltd.  
Altona, Manitoba

This cooperative is located South of Wimmipeg, near the North Dakota Line. The cooperative was organized to mill the sunflower seed produced on near-by acreage. However, this production has not been sufficient to maintain the mill at maximum efficiency. Therefore the cooperative has been purchasing soybeans in increasing quantities from local elevators in the United States within trucking distance of the mill. Over 350,000 bushels were bought during the fiscal year 1953-54. In the future, this volume may decrease somewhat as production increases in nearby areas.

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Honey

Two honey cooperatives in Canada have expressed interest in trade in this country.



Ontario Honey Producers Cooperative, Ltd.  
5 Defries Street  
Toronto, Ontario

This cooperative normally either buys or sells honey in the United States based on relative supply and price in the two countries. However, owing to short production in Ontario and increased demand, a deficit is expected there for some time. Therefore, the Honey Producers expects to be importing honey from this country the next few years.

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Manitoba Cooperative Honey Producers, Ltd.  
123 Bannatyne Avenue  
Winnipeg, Manitoba

The package bee business of this cooperative in the United States is increasing. Its supplies come from the South Eastern States and California.

Even though Canadian honey production has dropped sharply, the volume of the Honey Producers has been well maintained. Thus, it is interested in outlets in the United States for processed, granulated honey, packed in consumer containers.

In reverse, the Honey Producers is interested in cooperative United States connections for honey to fill demands in Canada. Thus, it would welcome United States producers within reach of Winnipeg as direct members.

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#### Seed Potatoes

Island Cooperative Services, Ltd.  
Charlottetown  
Prince Edwards Island

This cooperative is the provincial marketing federation for the local seed producing associations. Its volume has increased materially the past few years.

The Cooperative Services has been selling seed potatoes in the United States since 1949. The past year its business in this country approximated one-half million bags. The varieties are chiefly Sebagos and Cobblers. The association would welcome new contacts in its natural distribution territory, which is along the Atlantic Seaboard.

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#### Fish Meal

Fisherman's Cooperative Federation  
Prince Rupert, B. C.

This federation is the joint sales agency for the cooperative producing fish products, and the one handling fresh fish. The Federation does extensive business in the United States. Orders are handled directly by the home office, by its office in Chicago, or through its brokers in New York.



Los Angeles, San Francisco and Seattle.

The Federation's volume of fish meal for export this season has been exhausted. However, they are interested in United States contacts regarding future business.

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### Consumer and Farm Supply Cooperatives

The consumer and farm supply cooperatives of Canada are federated into Provincial wholesale societies. The Provincial societies in turn, are federated to form:

Interprovincial Cooperatives, Ltd.  
389 Main Street  
Winnipeg, Manitoba

In theory, Interprovincial Cooperatives is the national wholesale procurement agency for its federation members in the Provinces. In practice, it is becoming so to an increasing extent. However, some of the Provincial federations had established trade connections in the United States before Interprovincial Cooperatives was organized and have continued them. Also, owing to the great distances involved in Canada, it is not practical for all products to be handled through a central agency. Therefore, Interprovincial Cooperatives, Ltd. is developing an increasing volume of purchases of United States agricultural products that lend themselves to central procurement.

Interprovincial Cooperatives bought slightly over one million dollars worth of products in the United States last year. Most of the items purchased, however, were non-agricultural such as appliances, tools and chemicals.

### Juices

Interprovincial buys citrus and other juices for its members in the Prairie Provinces. These purchases totaled \$100,000.00 in 1954. It is frequently necessary, however, for Interprovincial to pool its orders with other dealers in order to obtain car load rates. This results from two causes. One, the relatively small volume used by one firm. Two, the long distances to other markets which make it advisable to sell entire car loads in the first destination market.

### Feed Meals

Interprovincial buys vegetable protein meals for the farm supply cooperatives in its membership. More of these products are needed than are available in Canada. Thus, additional quantities are bought in the United States. The meal in the best shipping position to Canada is soybean meal. Interprovincial expressed an interest in connections for meal made by the solvent process.

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Members of Interprovincial who Buy Products in the United States

Federated Cooperatives, Ltd.,  
Saskatoon, Saskatchewan

This federation represents a recent merger of the cooperative wholesales of the Provinces of Saskatchewan and Manitoba, namely the Saskatchewan Federated Co-operatives and the Manitoba Co-op Wholesale. Both of these Provincial wholesales supplied both consumer and farm supply cooperatives. The merging of these two organizations centralizes a strong buying force - part of it focused on United States agricultural products.

Last year, the two federations bought slightly more than one and one-half million dollars worth of goods in the United States. About one-third was purchased through their national cooperative - Interprovincial Co-operatives, and about two-thirds were purchased direct.

Of the total purchases in this country last year, \$155,000.00 was food and feed products - mostly juices, canned fruit, dried fruit, and nuts.

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United Co-operative of Ontario  
28 Duke Street  
Toronto 2, Ontario

This combination farm supply and marketing cooperative federation has grown rapidly in recent years. This applies to both its domestic business and its trade in the United States. For example, United's farm supply volume totaled \$15,000,000 in 1951. In 1954, it approximated \$20,000,000. In like manner the United spent \$702,000 for United States products in 1951. In 1954, their purchases "topped" one million dollars by \$103,000—over a fifty percent increase.

Seed

Purchased. The United buys a variety of seed in this country. The major ones are Ladino clover, grain sorghums, Sudan grass, red top and orchard grass. Red clover is traded both ways, being bought or sold in this country, based on relative supply and price. Last year, these seeds purchases amounted to \$100,000.

Sold. As mentioned the United buys and sells red clover seed in this country. Seed oats is another product sold in quantities here. These amounted to \$150,000 in 1954.

Feed

The United buys a great deal of feed products in this country. These are chiefly basic items, for use in mixtures in the cooperatives' feed mills. The major commodities are corn, feed oats and soybean meal. These purchases amounted to \$208,000 in 1954.

In addition to its two-way trade, the United engages in and is interested in extending an exchange of information and ideas with marketing and supply cooperatives in this country. The exchange involves information on organization and operating problems as well as on products and prices.

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Maritime Co-operative Services, Ltd.  
Moncton, New Brunswick

This cooperative wholesale serves the three Maritime Provinces of New Brunswick, Nova Scotia and Prince Edward Island. It offers its member federations a combined wholesale purchasing and marketing service. It bought about \$82,000.00 worth of products in the United States last year - some of which were soybean and linseed meal. These were obtained through Interprovincial Co-operatives.

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Alberta Co-operative Wholesale Association  
Edmonton, Alberta

After a reorganization in 1951, the business of this cooperative wholesale has increased rapidly. This includes its purchases in the United States which totaled \$150,000.00 last year. The major food item among the products was citrus juices, which were obtained through Interprovincial Co-operatives.



# Summary of Trade Interests of Cooperatives of Western Europe

## Buying

### Feeds

Netherlands. . . . .	Feed grains and oilseed meals and cakes.
Belgium . . . . .	Grains, oilseed cakes and meals, oil-seeds and meat meal.
France . . . . .	Corn.
Germany . . . . .	Feed grain, soybean meal and cake.
Denmark . . . . .	Corn, cottonseed and soybean meal and cake.
Norway. . . . .	Corn, milo, protein cakes and meals.
Sweden. . . . .	Corn and coarse grain.
England . . . . .	Corn (for feed) and wheat (for milling).
Italy . . . . .	Corn, barley, oats, and rye.

### Seeds

France. . . . .	Corn
Switzerland . . . . .	Corn, timothy
Germany . . . . .	Corn, clover and grass seed.
Sweden . . . . .	Blue grass

<u>Dried Fruit</u> . . . . .	Netherlands, France, Switzerland, Germany, Denmark, Norway, Sweden, England and Belgium.
<u>Canned Fruit</u> . . . . .	France, Switzerland, Sweden and England.
<u>Fruit Juices</u> . . . . .	France, Switzerland, Belgium.
<u>Fresh Fruit</u> . . . . .	France, Switzerland and Sweden.
<u>Honey.</u> . . . . .	France, Switzerland, Germany and Belgium
<u>Rice</u> . . . . .	Switzerland and England.
<u>Beans.</u> . . . . .	Switzerland and Germany.
<u>Peanuts.</u> . . . . .	Switzerland.
<u>Nuts</u> . . . . .	Switzerland.
<u>Eggs</u> . . . . .	Switzerland.
<u>Lard, Fatback and vegetable oils</u> . . . . .	Switzerland, Germany, England.
<u>Inedible Fats.</u> . . . . .	Switzerland.
<u>Tobacco.</u> . . . . .	England.

## Selling

<u>Canned meats</u> . . . . .	Netherlands.
<u>Seeds (vegetable).</u> . . . . .	Netherlands.
<u>Seeds (grass).</u> . . . . .	Sweden.
<u>Olive oil, wine, cheese.</u> . . . . .	Italy.
<u>Furniture.</u> . . . . .	Denmark.



Summary of Trade Interests of Canadian Cooperatives

Buying

Feeds

Interprovincial Co-operatives, Ltd. . . . .	Soybean meal.
United Co-operatives of Ontario . . . . .	Corn, oats, soybean meal
Maritime Co-operative Services, Ltd. . . . .	Soybean and linseed meal

Seed (Planting)

United Co-operatives of Ontario . . . . .	Clover and grass seed
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Seed (Oil)

Co-op Vegetable Oils, Ltd. . . . .	Soybeans
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Food Items

Interprovincial Co-operatives, Ltd. . . . .	Citrus and other juices
Ontario Honey Producers Cooperative, Ltd. . . . .	Honey
Federated Cooperatives, Ltd. . . . .	Juices, canned fruit, dried fruit, nuts.
Alberta Co-operative Wholesale Association. . . . .	Citrus juices.

Selling

Seeds

Northern Canadian Seed Sales, Ltd. . . . .	Wide variety of grass and clover seed
United Cooperatives of Ontario . . . . .	Oats and red clover.
Island Cooperative Services, Ltd. . . . .	Potatoes.

Fish Meal

Fisherman's Cooperative Federation. . . . .	
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Honey

Manitoba Cooperative Honey Producers, Ltd. . . . .	
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